

# Microsoft Store badge guidelines

# Together we can do amazing things.

Millions of fans and thousands of partners and developers across the world empower people and organizations do great things with Microsoft products.

Whether you are developing your own content and promoting it on your channels or linking to others in Microsoft Store—we want to make your experience easier. We have created these marketing guidelines to help you link to content in Microsoft Store and be successful in your campaigns. Thank you for developing on our platforms and helping your customers get to the right place.

Please send us your feedback and questions at [storebadge@microsoft.com](mailto:storebadge@microsoft.com).

Welcome

# Welcome to the new Microsoft Store

Discover the latest and best in gaming, creativity, and entertainment on Windows, Xbox, Microsoft.com, and in a location near you.

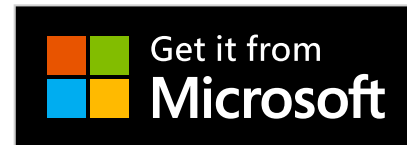


## Purpose

### What is this guide?

These guidelines will help you correctly and easily promote content available in Microsoft Store.

Feature Microsoft Store badges every time you promote games, apps, software, movies, books, hardware, and other content available in Microsoft Store. As you know, historically our badges were product-centric, focusing on multiple touchpoints: Windows Store, Xbox Store, and Microsoft Store online. As we have recently unified our stores to offer a simpler experience—we are introducing a single badge design.

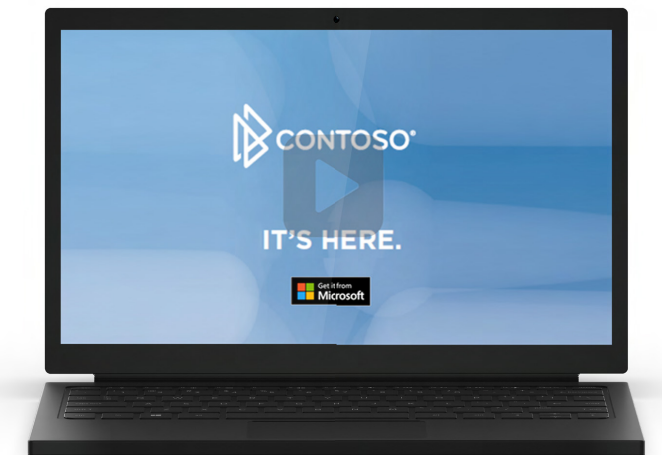
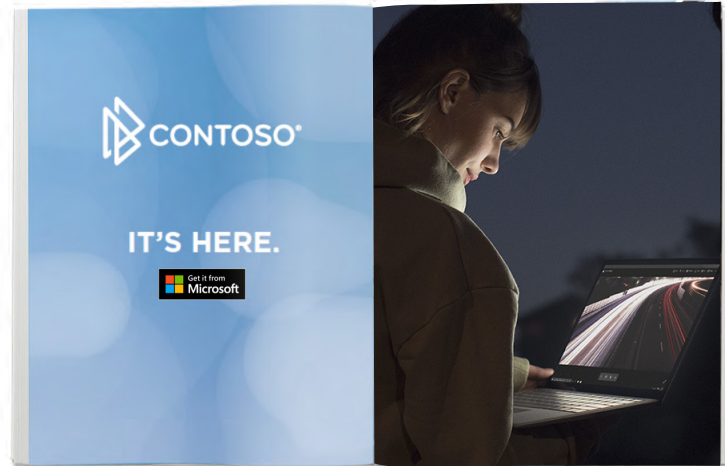
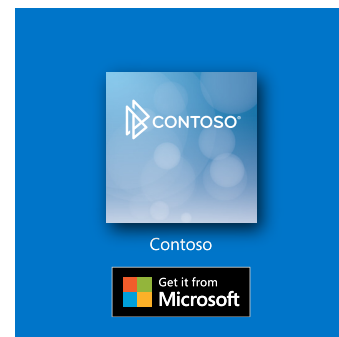


## Badge introduction

The Microsoft Store badge should not be confused with the Microsoft brand logo, which is not intended for this use.

The Microsoft Store badge always appears in full color with white type and a black background as shown. The gray border surrounding the badge is part of the badge artwork and must be included. If you would like to request artwork without a border, please let us know at [storebadge@microsoft.com](mailto:storebadge@microsoft.com).

Use the Microsoft Store badge whenever you link to content offered in Microsoft Store. It should be included on all games, apps, software, books, movies, TV shows, devices, and other content, such as TV commercials, print ads, video trailers, email, newsletters, banners, packaging, and websites.



# Microsoft Store badge

## Badge Generator

The [Badge Generator](#) is a simple way to create and get all the badge and hyperlinks to Microsoft Store.

## Badge artwork

The badge artwork is provided in .png format for low resolution web or onscreen communications and .pdf format for use in printed materials and high resolution web and onscreen placements. Only use the artwork provided here. Never create your own badges or alter artwork in any way.

## Requirements

The Microsoft Store badge must be legible on all marketing communications in which you promote content offered on Microsoft Store. For all web communications you must provide a link to content in the stores.

## Minimum size

In print, the logo should never appear smaller than .27in or 7mm tall. On-screen, it must appear at least 32 pixels tall. The "Get" badge is for online use only. Minimum size is 14 pixels and up to 31 pixels tall. When larger than 31 pixels, use the "Get it from Microsoft" default badge.

## Clear space

Preferred clear space is equal to one-quarter of the height of the badge.

When badge is placed within very limited space, such as mobile device banners, minimum clear space is equal to one-tenth of the height of the badge.



For print: .27in or 7mm tall  
For online: 32px tall



Minimum: 14px tall  
Maximum: 31px tall



Preferred clear space is 1/4 of the height of the badge



Minimum clear space for limited space is 1/10 of the height of the badge

## Text reference

### Microsoft Store references

Always use full name "Microsoft Store". Don't localize and don't change the name. Don't use "Store", "Xbox Store" or "Windows Store".

For example, say:

"Get <content name> from Microsoft Store"

"Get <game name> from Microsoft Store"

"Get <app name> from Microsoft Store"

If you want to highlight the fact that your content is available across multiple platforms, use references such as "on Windows 10 devices" or "on Xbox devices" in copy.

For example, say:

"Get <app/game name> for your Windows 10 PC from Microsoft Store".

"Get <app/game name> for your Xbox One from Microsoft Store".

"Get <app/game name> from Microsoft Store for your Xbox One and Windows 10 devices".

If you are linking to an app or game that is available across multiple devices but does not have a single product page, use multiple Microsoft Store badges. In that case, add the device designation underneath the badge if it is not designated otherwise:

For example:

For Windows PCs

For Xbox One

For Xbox 360



For Xbox One



For Windows PCs

# Localizing badges

Download localized badges from the [Badge Generator](#). The Microsoft brand names always appear in English. Never translate them. Do not create your own translation or localized badges.

## Available languages

Arabic, Belarusian, Bengali, Bosnian, Bulgarian, Chinese Simplified, Chinese Traditional, Croatian, Czech, Danish, Dutch, English, Estonian, Filipino, Finnish, French, German, Greek, Hebrew, Hindi, Hungarian, Indonesian, Italian, Japanese, Korean, Latvian, Lithuanian, Malay, Norwegian, Polish, Portuguese - Brasil, Portuguese - Portugal, Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swahili, Swedish, Thai, Turkish, Ukrainian, Vietnamese





## Additional guidance for the Microsoft Store badge

Use only the Microsoft Store badge artwork provided by Microsoft.

Do not modify, angle, animate, rotate, or tilt the Microsoft Store badge.



DO NOT compress or stretch the badge



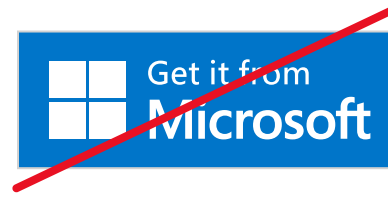
DO NOT use one-color badge



DO NOT rotate the badge



DO NOT reverse background color



DO NOT change background color



DO NOT add drop shadows



DO NOT use gradient colors



DO NOT alter the border



DO NOT distort the badge



DO NOT change text



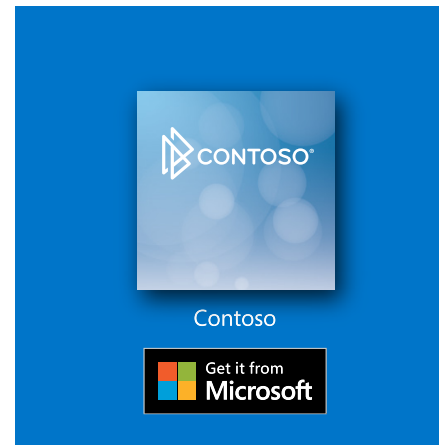
DO NOT rearrange the badge

# Examples

# Banners

Want to promote your product, but don't know where to start? We've created these examples to showcase how a simple campaign might look.

Always center-align the badge. Use small badge when space is limited.



250 px x 250 px



160 px x 600 px



120 px x 600 px



300 px x 250 px



234 px x 60 px



468 px x 60 px



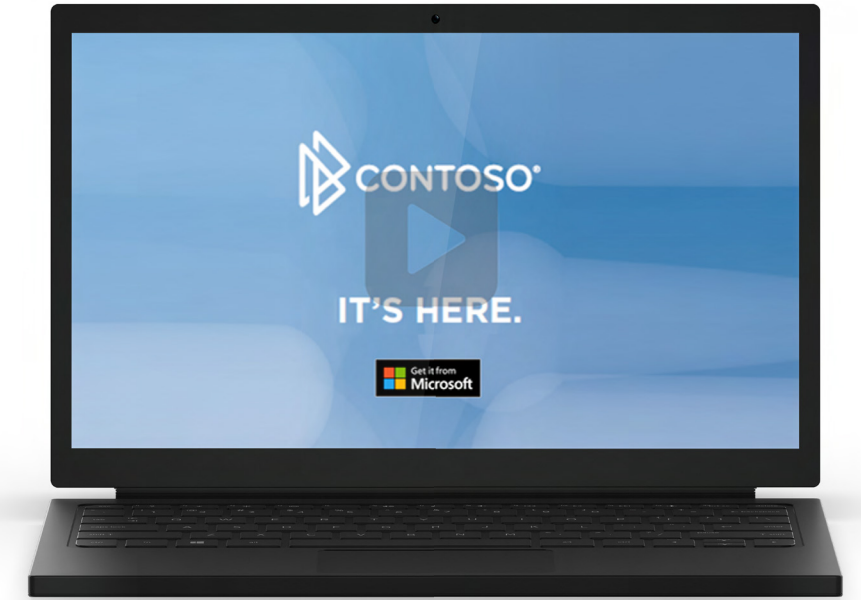
728 px x 90 px

## Print and video

Use the badges on content or in line with other badges.

Badge placement should be center-aligned, not in the corner. Treat it as a call to action.

Use the largest size badge that fits the layout.



## Product packaging

The Get it from Microsoft Store badge may appear on either the side or back of the package.

Place the badge below or beside your app icon or the name of the app in text.

When designing for multiple languages, do not use multiple localized badges. Instead, display translations in text below the badge.



## Device chassis

Use these images to display your content on Windows and Xbox devices. Windows device chassis can be displayed vertically or horizontally. Xbox experiences are available on various types of hardware. Just replace the screen with your promotable content. The downloadable files are .png files.

[Download the files here](#)

### Usage guidelines

The chassis of devices can be used only to promote content available in the Microsoft Store. Feature only device chassis for which your content is available. Do not use a chassis if your app is not designed to display on the screen size and resolution of that device. Do not display a device chassis with a blank screen.

You must show a screenshot of your content in the device. You may resize the images, but only use the perspectives provided.





Thank you for reading and following these guidelines. Applying these principles makes all of our communications stronger.